

## **CLAIM AMENDMENTS**

### **Claim Amendment Summary**

#### **Claims pending**

- Before this Amendment: Claims 1-28.
- After this Amendment: Claims 1, 2, 4-22, and 24-28

**Non-Elected, Canceled, or Withdrawn claims:** 3 and 23

**Amended claims:** 1, 12, 20-22, 24-26, and 28

**New claims:** None

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#### **Claims:**

**1. (Currently Amended)** A method comprising:

processing consumer data that represents an individual's consumer purchases,  
wherein the consumer data comprises data collected by a retail store in association with a  
membership card that is assigned to the individual and comprises a unique consumer ID;  
and

targeting a television advertisement to the individual based on the consumer data  
by associating the unique consumer ID and a unique client device ID, such that based on  
the client device ID, a client device associated with the individual;

determines when the client device ID is associated with the client device;

and

acquires the targeted advertisement.

2.     **(Original)** The method as recited in claim 1 wherein the individual comprises a subscriber to a broadcast television system.

3.     **(Canceled)** .

4.     **(Original)** The method as recited in claim 1 wherein the consumer data comprises an indicator of a vendor associated with a product that the individual has purchased.

5.     **(Original)** The method as recited in claim 1 wherein the consumer data comprises an indicator of a category associated with a product that the individual has purchased.

6.     **(Original)** The method as recited in claim 1 wherein the processing comprises:

accessing the consumer data associated with the individual; and  
generating a profile associated with the individual based on the consumer data, such that the profile indicates a product category associated with a product purchased by the individual.

7. **(Original)** The method as recited in claim 6 wherein the product category is selected from a group of product categories comprising frozen foods, soft drinks, snack foods, cereals, diet foods, personal hygiene, and dental hygiene.

8. **(Original)** The method as recited in claim 6 wherein the profile further indicates a product vendor associated with the product purchased by the individual.

9. **(Original)** The method as recited in claim 1 wherein the targeting comprises:

associating a consumer profile characteristic with an advertisement to be targeted; broadcasting data identifying the consumer profile characteristic associated with the advertisement to be targeted to enable a client device to determine whether or not to tune to the targeted advertisement; and

broadcasting in a first data stream a default, non-targeted advertisement, while simultaneously broadcasting in a second data stream the advertisement to be targeted.

10. **(Original)** The method as recited in claim 9 wherein the consumer profile characteristic comprises at least one of a product vendor and a product category.

11. **(Original)** One or more computer-readable media having computer-readable instructions thereon which, when executed by a computer, cause the computer to implement the method as recited in claim 1.

**12. (Currently Amended)** A system comprising:

a profiling server configured to generate consumer profiles associated with broadcast television system subscribers;

a targeting server configured to maintain consumer profile characteristics in association with targeted advertisements; and

a broadcast transmitter configured to broadcast consumer profile data and targeted advertisements over a network to multiple client devices; and

multiple client devices each having a unique client device ID, wherein each client device comprises a subscriber profile data repository configured to maintain consumer profile data comprising a unique subscriber ID and the unique client device ID.

**13. (Original)** The system as recited in claim 12 wherein the profiling server comprises:

a profiling user interface configured to enable a user to enter rules that define how the profiling server communicates with a customer loyalty data repository from which consumer purchase data can be extracted.

**14. (Original)** The system as recited in claim 13 wherein the profiling user interface is further configured to enable a user to indicate specific values that may be used in defining a subscriber profile.

**15. (Original)** The system as recited in claim 14 wherein the specific values comprise at least one of a product vendor and a product category.

**16. (Original)** The system as recited in claim 12 wherein the profiling server comprises:

a subscriber profile data repository configured to maintain consumer profile data associated with subscribers to a broadcast television system.

**17. (Original)** The system as recited in claim 12 wherein the targeting server comprises:

a targeting user interface configured to enable a user to specify consumer profile characteristics to be associated with targeted advertisements.

**18. (Original)** The system as recited in claim 12 wherein the targeting server comprises:

a multicast message generator configured to generate a message comprising:

a transport ID that identifies a data stream over which a particular targeted advertisement is scheduled to be broadcast;

a duration of the particular targeted advertisement; and

a consumer profile characteristic associated with the particular targeted advertisement.

**19. (Original)** The system as recited in claim 18 wherein the broadcast transmitter is further configured to broadcast the message that is generated by the multicast message generator.

**20. (Currently Amended)** A system-client device having a unique client device ID, the client device comprising:

a first tuner configured to tune to a first network channel over which broadcast television program content ~~may be~~ is received;

a second tuner configured to tune to a second network channel over which broadcasted television subscriber profile data ~~may be~~ is received;

~~a subscriber profile data repository configured to maintain consumer profile data comprising a unique subscriber ID and the unique client device ID; and~~

a profile filter configured to direct the first tuner to tune to an alternate network channel over which a targeted advertisement ~~may be~~ is received when a consumer profile characteristic associated with the targeted advertisement matches the television subscriber profile data.

**21. (Currently Amended)** The system-client device as recited in claim 20 wherein the first network channel comprises an in-band network channel.

**22. (Currently Amended)** The system-client device as recited in claim 20 wherein the second network channel comprises an out-of-band network channel.

**23. (Canceled)**

**24. (Currently Amended)** One or more computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to perform a method, the method comprising:

~~associate—associating~~ a consumer profile characteristic with a targeted advertisement;

upon detection of an advertisement avail that is to include a targeted advertisement, ~~generate—generating~~ a message that identifies the consumer profile characteristic that is associated with the targeted advertisement, a duration of the targeted advertisement, and a transport ID that identifies a data stream over which the targeted advertisement is scheduled to be broadcast; and

~~broadcast—broadcasting~~ the message over a network to one or more client devices, wherein based on a client device ID, each client device determines when the client device ID is associated with the client device and the client device acquires the associated consumer profile.

**25. (Currently Amended)** The one or more computer-readable media as recited in claim 24, ~~wherein the method further comprises further comprising computer-readable instructions which, when executed, cause a computer system to:~~

simultaneously broadcast**broadcasting** a default advertisement on a first data stream and the targeted advertisement on a second data stream.

**26. (Currently Amended)** One or more computer-readable media comprising computer-readable instructions which, when executed, cause a client device computer system to perform a method, the method comprising:

receive-receiving consumer profile data associated with a broadcast television system subscriber, wherein based on a client device ID, each the client device determines when the client device ID is associated with the client device and the client device acquires the associated consumer profile data;

receive-receiving a message comprising a consumer profile characteristic associated with a targeted advertisement scheduled for broadcast;

determine-determining whether the consumer profile data associated with the broadcast television system subscriber matches the consumer profile characteristic associated with the targeted advertisement; and

in an event that the consumer profile data matches the consumer profile characteristic, tune-tuning from a first data stream to an alternate data stream over which the targeted advertisement is to be broadcast.

**27. (Original)** The one or more computer-readable media as recited in claim 26 wherein the message further comprises a transport ID that identifies the alternate data stream.

**28. (Currently Amended)** The one or more computer-readable media as recited in claim 26 wherein the message further comprises a duration associated with the targeted advertisement, and wherein the method further comprises ~~further comprising computer-readable instructions which, when executed, cause a computer system to:~~

after being tuned to the alternate data stream for a time period indicated by the duration, tuning back to the first data stream.